

Develop a Social Media Campaign for the Lewis and Clark National Historic Trail



Project Title	Develop a Social Media Campaign for the Lewis and Clark National Historic Trail
Project Summary	Develop platform specific, interpretive media to improve public engagement and the trails' social media identity. Social Media Intern will create content about events, volunteer opportunities, and cultural and natural resources. Graphic design skills are a plus.
Country	United States

Project Description

Social Media Interns at Lewis and Clark National Historic Trail will develop platform specific, interpretive media to improve public engagement and the trails' social media identity. Social Media Interns will create content about events, volunteer opportunities, and cultural and natural resources. Graphic design skills are a plus as the summer campaign can include infographics and print media products.

Goals:

- Write summer 2020 social media campaign on a topic to be determined by Trail staff
- Develop platform specific, interpretive content for Facebook, Twitter, and Instagram
- Maintain consistent and cohesive messaging across Social Media through daily posts
- Increase public engagement with the trail's social media pages
- Increase social media presence by taking advantage of predetermined NPS and partner organization media campaigns

Duties:

- Become familiar to Lewis and Clark National Historic Trail Strategic Communications Plan and use the framework to plan the summer 2020 social media campaign.
- Research, develop, and write posts for Facebook, Instagram, and Twitter
- Maintain a content calendar to plan daily posts (Summer 2020) about Lewis and Clark history, events, and resources for Facebook, Instagram, and Twitter
- Incorporate NPS monthly web message and social media campaigns promoted by the agency and partner organizations
- Stay up to date on current events to ensure content is timely and appropriate
- Stay up to date on and interact with relevant trending tags, content, and campaigns
- Follow all Department of Interior, National Park Service, and Lewis and Clark NHT social media policies and guidelines
- Maintain a project log of hours worked
- Assist with visitor services, outreach, and programming to develop social media content

Interns may be assigned special projects dependent on skill, interest, and park needs. Special projects can include:

- Developing reports using analytics

- Developing a short, well researched “get to know the trail” PowerPoint presentation
- Organizing digital assets
- Improving or developing website content
- Developing content for website and social media
- Updating existing content to meet accessibility requirements

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Design thinking
Editing and proofreading
Educational design
Graphic design
Infographic design
Marketing
Research
Social media management
Storytelling/blogging/vlogging
Writing

Additional Information

None

Language Requirements

None